



NO GREATER ODDS

host's guide

HOW TO PLAN A SUCCESSFUL EVENT:

Thanks for stepping up to host a film screening. We have created an easy guide that includes lots of great tips with all you need to know! Planning a bit ahead of time will go along way. This will give you plenty of time to prepare promotional material, schedule a time and place, and invite students and community members to attend. Be sure to use social media to promote your watch party. Additionally, we have created a [flyer](#) that you can edit and use to advertise your event! Also, [the film's website](#) has a trailer along with other videos, endorsements, and information you may find useful.

Social media is a key component in making your event both well attended and publicized. It is important to remember to use your social media platforms to advertise your event and create momentum. Equally important is to live tweet, share some pictures, and update your status on Facebook during the event. Tapping into some popular hashtags such as #FreeCommunityCollege or #HeadsUpAmerica will not only help your event trend, but it will empower others to tweet and join in the conversation as well. Make sure to also tag our social media accounts so we can retweet or repost.

Heads Up America wants to make free community college possible, for everyone! There's an easy way for every attendee of your event to show their support. At the beginning of your event ask everyone to take their phones out, visit www.headsupamerica.us/join and sign our pledge! It's that simple!

Print off enough copies of the discussion guide for the anticipated number of attendees to pass around beforehand. Also, make sure to print a copy of our [sign in-sheet](#) and have each attendee sign in.

HOW TO GET THE FILM:

In order to access the film, No Greater Odds, [go to this site](#) and use the password: **headsupngo**. It is always helpful to have a practice run-through to make sure the link and video work prior to the screening. If, for whatever reason, you can't use a digital link for your screening, DVD copies are available. Please email CollegePromise@civication.org as soon as possible to have the film sent to you.



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DISCUSSION FACILITATOR GUIDE:

Below you will find suggested discussion questions for your screening. Please review them in advance. Make sure they are the right fit for your community and its goals. This way the conversation can be more productive and successful. Don't forget to prepare for possible follow-up questions that might come up. During the discussion, do your best to prompt different people to participate without making anyone feel pressured to do so. Try to limit your own involvement in the discussion except when your comments can help spur further discussion by others.

DISCUSSION QUESTIONS:

1. How did the stories shared in the film relate to your own experience at community college?
2. What are stereotypes about community colleges and their students?
3. How did the stories in the film challenge those stereotypes?
4. What are some of the benefits of attending a community college?
5. What are some of the obstacles?
6. How would free community college address some of these obstacles?
7. What would free community college mean to you?
8. What can we do to grow local support for free community college?
9. What campus events, meetings, social media activities, or student and local media outreach can we build?



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discussion guide

Facts:

- According to Lumina Foundation, 60% of jobs by 2025 will require some kind of degree or certificate, beyond high school
- Today, only 40% of American adults 25 and older have an Associates degree or higher
- 8 million more students will need a degree or certificate by 2025 to meet workforce demands
 - Community college will educate 5 million of them
- Today, Americans have over \$1.3 billion in student debt, more than credit card or auto debt
- On average student graduates with over \$30,100 in debt

You've watched the film, now what?

After watching *No Greater Odds*, you may relate to Barbara, Carlos, Jaklin, Monique, and Tyrone. You see them struggling with financial difficulties, family issues, and other personal obstacles as they seek to better their lives and futures through higher education. Or perhaps you are feeling empowered to act by making higher education both affordable and accessible for all students. *No Greater Odds* presents an opportunity to accelerate change. Screenings of the film are energizing a grassroots movement to make free community college a reality for all hardworking students.

This toolkit empowers key audiences — students, parents, alumni, faculty, advisors, and administrators — with ways to participate. We urge you to speak up and take action.

Action:

Students hold a great deal of power on campus, especially when they organize for a common cause. We encourage you to take an active role in shaping student attitudes and campus policies.

Use Your Voices - Talk with other students about what you've learned in *No Greater Odds*. Use the film as a conversation starter, and keep the discussion going by asking others about their opinions and experiences.

Organize Heads Up America On Your Campus - Heads Up America is the movement for free community college. Help organize events on your campus to build momentum! Spread the message about college affordability, share the value of a community college education, and the impact College Promise programs can make by reducing the financial burden placed on students. To help you organize, we've outlined some resources and planning ideas - check them out at HeadsUpAmerica.us/Act.

Use Media & Art - The use of media and art can be effective in drawing attention to these issues. You can write an op-ed for your student newspaper or create a social media campaign for your school. Make sure to follow us on Twitter [@HeadsUp_America](https://twitter.com/HeadsUp_America), Instagram [@HeadsUpAmerica](https://www.instagram.com/HeadsUpAmerica), and like us on Facebook [@CollegePromise](https://www.facebook.com/CollegePromise).



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